

BUSINESS MISSION STATEMENT

The purpose of this worksheet is to discover and articulate the mission of your business. It is assumed that you are in business to make money, although it may not be your primary mission to make money at any cost. Mission doesn't necessarily refer to a charitable purpose for being in business either; rather your business mission is a way to share who you are and why you are devoting this stage of your life to this endeavour.

List the 3 products or services you/your firm offers of which you are most proud.

Why are you so proud? Be specific.

If every appropriate person in the world had access to these products or services, what difference would that make to our civilisation? To each person?

Without access to your product or services, how do people suffer or what opportunities do they miss out on?

If you had the resources, what single product or service would you spend your life making sure as many people as possible had access to?

Why do you care so much about this product or service?

What is your Business Mission Statement?

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